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Inside Information

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ACE OFFERS ELECTRONIC MAIL NETWORK

The Agricultural Communicators in Education (ACE) has made arrangements with Dialcom Inc. to establish an ACE electronic mail network of at least 50 mailboxes.

ACE headquarters' box code has been changed from AGZ010 to AGC001 (AGC stands for "Agricultural Communicators," naturally).

First 10 boxes will be reserved for ACE officers. Remainder will be made available to all categories of members (active, retired, associate, etc.) on a first-come, first-served basis, ACE national coordinator Hal Taylor says.

To obtain an electronic mailbox, contact Taylor at ACE headquarters, either via electronic mail (AGC001) or postal service--6608 Pinedale Court, Falls Church, VA 22041.

Cost will be minimum of \$15 per month, payable to ACE upon billing by ACE.

"This ACE system in no way is to be considered competitive with the present system you may be on," Taylor says. "Instead, it allows communicators with personal terminals or microcomputers to be on the system at home.

"Also, those who may have been or are tempted to use their office system for ACE business can now separate office use from professional use, if that has been or would be a problem," he says.

Associate members will now be able to access various materials they and USDA are putting on the system, as well as send message to others on the various Dialcom networks.

"Our anticipated number of 50 mailboxes is not a limitation, only a starting point," Taylor says. "As interest grows, we can add to that number as required."

Billings to users will come from ACE headquarters, probably via electronic mail. In turn, headquarters will pay the Dialcom bill with one monthly payment.

Mailbox holders will be able to request monthly use accounting through ACE headquarters from Dialcom in order to obtain a close estimate of cost, if user is worried about exceeding the \$15 minimum. Billing procedures may vary eventually as the system grows. ACE will provide user instructions to those who will be newcomers to the Dialcom electronic mail system.

(more)

ACE NETWORK (continued)

"ACE officers and the Board presently see this as an opportunity for ACE members and associated members to get in on a new and effective method of communication through which we might all learn as the opportunities grow," Taylor adds.

CEIL & ACEH HEAR ABOUT PUBLICATIONS FEES

Nelson Fitton, USDA publishing chief, spoke at a recent meeting of the Consumer Education & Information Liaison organization on the impact of user fees on distribution of free publications from USDA.

The questions and discussion following Fitton's talk reflected concern among other federal agencies over the ability of the federal government, under a user fee program, to reach the public and public groups effectively on vital issues.

Others are concerned about the large cost required to set up and maintain the means of collecting user fees, particularly when the agencies cannot retain the monies collected, but must transfer them to the U.S. Treasury.

Fitton also addressed a recent meeting of the Advisory Council on Education for Health, Center for Corporate Involvement, about USDA's new policy on distribution of publications.

The council was particularly concerned about the impact of the new policy on the availability of publications on nutrition, diet and related health subjects.

Fitton discussed ways in which private industry could reproduce USDA publications and offered complete cooperation.

Kate Alfriend, of USDA's Media Liaison Staff, who had arranged the meeting with the council, accompanied Fitton to the meeting.

The Center for Corporate Involvement is sponsored by the American Council of Life Insurance and the Health Insurance Association of America to help member life and health insurance companies broaden their participation and improve their effectiveness in social responsibility.

"X-10 VIEWS" WINS CASE AWARD

The "X-10 Views..." series of 60-second public service spot announcements produced by the University of Nevada recently won the grand prize for electronic media (video) sponsored by the Council for Advancement & Support of Education.

The prize included a share of the \$1,000 put up by the Ford Motor Fund.

Arthur Gould, film and TV producer for Agricultural Communications Services at the University of Nevada, says he was "surprised to say the least."

The spots had to be transferred from film to tape. "I didn't think we had a chance as our film chain is an abomination..." Gould says.

But, the spots took top honors among the 78 entries. Awards were presented at a banquet in Toronto.

WRITING MADE EASIER WITH COMPUTERS

September issue of WRITER'S DIGEST carries article, "Writing Made Easier With Personal Computers," by Rondal John Donovan, WD's Alaska correspondent and equipment expert.

The article shows how personal computers, adapted to word processing functions, can save writers time and money.

SOUTH DAKOTA STATE NEEDS TV SPECIALIST

South Dakota State University has announced an opening for a TV information specialist, who will work 50 percent of the time for Extension Service and 50 percent for the state's Public Television Network.

Applicants must have a B.S. degree in communications, broadcast journalism or related field, with an M.S. preferred, two years experience as a television producer, capable of handling on-air interviews, must be familiar with TV production and editing equipment and should have background or experience in dealing with agricultural topics.

The incumbent will plan, narrate and edit material on agriculture, community development, family living and 4-H subjects for broadcasting and will help plan and produce videotaped materials for in-service training for the Extension Service, and will work closely with Extension radio-TV specialists in coordinating broadcasting activities serving both commercial and public television.

Deadline for applications is September 1, or until a suitable candidate is found. Resume, college transcripts and three letters of recommendation will be required.

Send to John L. Pates, Agricultural Editor, or Dave Leonard, Director of PTV, Extension Building, South Dakota State University, Box 2231, Brookings, SD 57007. For further information call (605) 688-4191 (Leonard) or 688-4187 (Pates).

UNIV. OF GEORGIA HAS NEW NEWS EDITOR

The appointment of Jack Reeves as news editor for the University of Georgia's Department of Agricultural Communications was reported by department head Alan Fletcher.

Reeves, a native of Tennessee, has been an educator, attorney, professional and free-lance writer, and worked in social and antipoverty programs in Washington, Arizona and California.

He has a B.A. degree in journalism from Emory University in Atlanta, M.A. degree in psychology from West Georgia College and J.D. degree from John Marshall School of Law in Atlanta.

Reeves succeeds Bonnie Riechert, who is now at the University of Tennessee, with the Institute of Agriculture's Office of Communications.

OREGON STATE NEEDS EXHIBIT HELP

John Sulzmann, with Extension Communications at Oregon State University, needs some information for an exhibit.

They are planning a display for the Oregon State Fair. Part of the exhibit will include interactive video, which will enable a viewer to choose the date in history he/she was born and find out what significant agricultural events occurred in that decade.

The problem is that Sulzmann is having trouble running across the information he needs.

So he asks: "Is there an almanac, compendium or other readily available source we might use?"

He would appreciate any response, from anyone. His address is Dialcom AGS1951, or Oregon State University, Corvallis, OR 97331, or call at (503) 754-3311.

ACE INFO ADMINISTRATORS COMMITTEE NAMED

The Agricultural Communicators in Education now has a permanent Information Administrators Committee, as a special ACE committee, following approval by the national ACE Board.

Glen Goss, director of agricultural communications at Pennsylvania State University, has been named chairman of the committee by ACE President Ralph Balley (Extension Information Leader at Mississippi State University).

Others members of the committee are John Bentley, editor, Fort Valley State College, Georgia; Karen Berke, Extension communications head, University of California; Dick Fleming, head of agricultural communications, University of Nebraska; Ted Holmes, agricultural communications leader, Louisiana State University; and Stan Prochaska, assistant public affairs director, U.S. Department of Agriculture.

An ad hoc committee, also headed by Goss, the past year concentrated on encouraging use of electronic mail by the various land grant university and USDA information officers, especially for exchanging management information.

First project of the committee is to produce a listing of agricultural information administrators at land grant universities and USDA.

FOCUS ON COMMUNICATIONS AND THE FUTURE

The World Future Society's Fourth Annual Congress, titled "Communications and the Future" was held in Washington, DC, recently.

The Congress focused on network working techniques and applications, electronic communications, word processing, using communications in management, coping with the communications revolution in one's career, and other equally stimulating workshop sessions.

More details about some of the presentations were carried in the issue No. 3 of Ovid Bay's "Extension Electronic Communications Newsletter," which was distributed electronically to all land grant university agricultural communicators on the Dialcom electronic mail system.

Those who wish to be added to Bay's electronic distribution should contact him on Dialcom AGS094.

BAMBI JOINS SMOKEY IN FIGHTING FIRES

USDA Forest Service's Smokey Bear program and Walt Disney Productions--creator of the animated movie "Bambi"--teamed up this summer to increase public awareness of the importance of helping prevent forest fires.

As part of the campaign, posters depicting Smokey Bear, Bambi and other characters from the Disney movie are appearing around the country.

Forest Service's Information Office also notes that Smokey and Bambi will be appearing in a television public spot announcement that is being distributed nationwide.

Don Hanse, manager of the Smokey Bear program, says that along with Smokey, the Disney production of Bambi has played an important role in raising public awareness of the dangers of forest fires.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.